Connecting You to Decision Makers.

Media Solutions Kit
Why Partner with ASAE?

More than 90% of ASAE Executive Management members reported being involved in making decisions about meeting sites and business services through personalized ASAE media platforms.

Association members value content that they trust through ASAE’s long-standing reputation of connecting decision-making association executives with the information they need to drive their organizations forward.

ASAE gives you access to the largest collection of more than 46,000 association executives and industry partner members through customizable print and digital platforms.

ASAE uses an omni-channel approach to disseminate information where our audiences spend more time with our content than average industry metrics.

learn more ▶
AccessAssociations.org

contact us ▶
IndustryPartnerRelations@asaecenter.org
Demos & Reach

**ASAE members** hold on average 28 meetings per year including conventions, tradeshows, conferences, symposiums and seminars both in the United States and abroad.

**ASAE partnerships** allow you to choose from customized multiyear programs that are designed to amplify your presence as you engage with the association community.

**ASAE events** offer you business exposure to the next customer from a highly engaged association community at the largest conferences and meetings held for association CEOs.

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**Number of attendees** at offsite meetings in the past 12 months.

- **All Offsite/External Meetings**: 3,608
- **Annual Meeting/Convention**: 1,646
- **Tradeshow**: 2,861
- **Conference**: 617
- **Symposium**: 210
- **Educational Seminars**: 617
- **Board and Committee Meeting**: 215

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**Print**

**Associations Now magazine**

This award-winning, must-read publication connects you to more than 40,000 readers who gain insight on managing their business, money, technology, and meeting needs.

Gain access to more than 85% of Executive Management leaders who read *Associations Now* and are involved in the decision-making process for off-site meeting locations.

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*Associations Now* is far and away the most read association publication among respondents.

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ASAE members are decision-makers in every aspect of meeting, convention, and event planning where 96.1% of respondent organizations use off-site meeting locations.

Tap into the association marketplace through supplements and guides that provide content relevant to specific core markets of hospitality and business services.

**ASAE’s Meeting & Exposition Publications**

Influence the perceptions and buying trends of decision-makers at the height of the purchasing cycle—at meeting and conference times. These must-read exhibitor publications are specifically created for association meeting attendees actively seeking business opportunities.

**learn more** ▶

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The ASAEcenter.org and AssociationsNow.com platforms offer real time and up-to-the-minute breaking news, blogs and resources that influence more than 54,000 decision makers daily.

Get in front of a dynamic audience who use AssociationsNow.com as the go to online and mobile resource for obtaining real-time news and analysis from expert contributors.

Gain exposure and reach ASAE readers who spend more than 3 minutes reading an online Associations Now article.

The average number of monthly unique users of AssociationsNow.com is 49,000+.

Your business can attract 80,000 + unique visitors of ASAEcenter.org monthly.

Broad based and vertical market solutions are available on ASAEcenter.org and on ASAE’s InTouch E-newsletter.

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Email

Daily News

Associations Now Daily News allows you to reach inboxes of decision makers who value must-know information about the association community, five days a week.

Association CEOs prefer exclusive association news analysis and insight from the Associations Now Daily News email every weekday morning.

Ask us about Daily News Weekend Edition, Native Content Program and our Custom Content Development Program.

Daily News AI Version:

How it Works: The platform uses artificial intelligence to “watch” reader behavior. It learns what content individual readers prefer and uses that information to serve up a personalized newsletter to each recipient.

Associations Now Editors select what sources they want to pull into Daily News including our own original content and articles from other media outlets. Over time, the platform gets smarter about each reader’s interests, and the algorithm chooses content from the selected sources for that person individually. No two recipients get the same newsletter.

How We Use AI: We designated original Associations Now content as the preferred source and selected a few others to feed into Associations Now Daily News. The order in which the stories appear varies based on the reader’s demonstrated content interests. The email’s subject line also varies, to match whatever article is placed first. Additionally, a few articles from other sources appear below the Associations Now content, again selected based on what the reader has shown interest in.